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--19. (NEW) A method for coloring or tinting keratin fibers comprising applying to keratin fibers a coloring or tinting composition comprising at least one 2-nitro-p-phenylenediamine derivative corresponding to formula (I) as a substantive dye:

$$NR^{1}R^{2}$$
 NO_{2}
 $NR^{3}R^{4}$
(I)

wherein R^1 to R^4 , independently of one another, represent hydrogen, a $C_{1.4}$ hydroxyalkyl group or a saturated, monounsaturated or polyunsaturated C_5 ring, wherein the C_5 ring is optionally substituted by a $C_{1.4}$ alkyl group, a halogen atom, a hydroxy group or an amino group or combinations thereof, and wherein at least one of the substituents R^1 to R^4 is the C_5 ring;

wherein X is hydrogen or a halogen atom; and

wherein the 2-nitro-p-phenylenediamine derivative makes a reddish contribution to the overall color of the keratin fibers.

- 20. (NEW) The method of claim 19 wherein X is hydrogen.
- 21. (NEW) The method of claim 19 wherein R^2 to R^4 are hydrogen.
- 22. (NEW) The method of claim 21, wherein the compound corresponding to formula (I) comprises 1-(N-cyclopentylamino)-2-nitro-4-aminobenzene.

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23. (NEW) A composition for coloring or tinting keratin fibers comprising at least one 2-nitro-p-phenylenediamine derivative corresponding to formula (I) as a substantive dye:

$$NR^{1}R^{2}$$
 NO_{2}
 $NR^{3}R^{4}$
(I)

wherein R^1 to R^4 , independently of one another, represent hydrogen, a C_{1-4} hydroxyalkyl group or a saturated, monounsaturated or polyunsaturated C_5 ring, wherein the C_5 ring may be optionally substituted by a C_{1-4} alkyl group, a halogen atom, a hydroxy group or an amino group or combinations thereof, and wherein at least one of the substituents R^1 to R^4 is the C_5 ring; and

wherein X is hydrogen or a halogen atom.

- 24. (NEW) The composition of claim 23 wherein X is hydrogen.
- 25. (NEW) The composition of claim 23 wherein R² to R⁴ are hydrogen.
- 26. (NEW) The composition of claim 25 wherein the compound corresponding to formula (I) comprises 1-(N-cyclopentylamino)-2-nitro-4-aminobenzene.
- 27. (NEW) The composition of claim 23 wherein the composition comprises at least one substantive dye different from the substantive dye of formula (I).





- 28. (NEW) The composition of claim 23 wherein the composition is free from oxidation dye precursors.
- 29. (NEW) The composition of claim 28 wherein the composition is formulated to remain on the hair.
- 30. (NEW) The composition of claim 29 wherein the composition is a hair-setting preparation.
 - 31. (NEW) The composition of claim 23 further comprising at least one primary intermediate.
 - 32. (NEW) The composition of claim 31 wherein the primary intermediate comprises p-phenylenediamine, p-toluylenediamine, p-aminophenol, 1-(2'-hydroxyethyl)-2,5-diaminobenzene, N,N-bis-(2-hydroxyethyl)-p-phenylenediamine, 4-amino-3-methylphenol, 4-amino-2-((diethylamino)-methyl)-phenol, 2-aminomethyl-4-aminophenol, 2,4,5,6-tetraaminopyrimidine, 2-hydroxy-4,5,6-triaminopyrimidine, 4-hydroxy-2,5,6-triaminopyrimidine or 4,5-diamino-1-(2'-hydroxyethyl)-pyrazole, or combinations thereof.
 - 33. (NEW) The composition of claim 32 further comprising at least one secondary intermediate, wherein the secondary intermediate comprises 1-naphthol, 1,5- dihydroxynaphthalene, 2,7- dihydroxynaphthalene, 1,7-dihydroxynaphthalene, 3-aminophenol, 5-amino-2-methylphenol, resorcinol, 4-chlororesorcinol, 2-chloro-6-methyl-3-aminophenol, 2-methyl resorcinol, 5-methyl resorcinol, 2,5-dimethyl resorcinol or 2,6-dihydroxy-3,4-diaminopyridine, or combinations thereof.

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- 34. (NEW) The composition of claim 31 further comprising at least one secondary intermediate, wherein the secondary intermediate comprises 1-naphthol, 1,5- dihydroxynaphthalene, 2,7- dihydroxynaphthalene, 1,7-dihydroxynaphthalene, 3-aminophenol, 5-amino-2-methylphenol, resorcinol, 4-chlororesorcinol, 2-chloro-6-methyl-3-aminophenol, 2-methyl resorcinol, 5-methyl resorcinol, 2,5-dimethyl resorcinol or 2,6-dihydroxy-3,4-diaminopyridine, or combinations thereof.
- 35. (NEW) The composition of claim 23 further comprising at least one anionic polymer, nonionic polymer or cationic polymer, or combinations thereof.
 - 36. (NEW) The composition of claim 23 further comprising at least one surfactant.
- 37. (NEW) The composition of claim 23 further comprising at least one conditioning component.
- 38. (NEW) The composition of claim 23 wherein the 2-nitro-p-phenylenediamine derivative makes a reddish contribution to the overall color of the keratin fibers.